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C. Amendments to the Claims.

This listing of claims will replace all prior versions and listing of claims in the application. To assist in reviewing Applicant's claim amendments, a "clean" version of
5 the amended claims is included in **Appendix C.**

Claims 2-9 are newly added dependent claims.

Listing of Claims:

10 **1. (Currently Amended) [~~Claim 1~~]** ~~A H Record retailers shall get together and organize a F franchise Ssystem for organizing and, in order to establishing thea Hheadquarter for Internet business transactions over a network, comprising: Also, the Headquarter will set up the~~

at least one headquarter network server;s for Internet (hereafter, referred to
15 as "H.Server"). Both

a plurality of Ffranchise Sstore servers, each corresponding to a different
franchise store and connected with the at least one headquarter network server by a
network; and

a plurality of member servers, each corresponding to a different member
20 terminal and connected ~~and the Members collected by Franchise Stores individually~~
~~will have each server (hereafter, referred to as "F.Server" and "M.Server respectively)~~
~~connected with~~ the at least one headquarter network server by the network; wherein

the at least one headquarter networkH. Sserver includes ~~via Internet. The~~
~~proposal is the "H. Server" to consist of the following data and systems;~~

25 ~~a. a Mmerchandise Iinformation Mmemory Ddata, will be gathering that includes~~
~~information forof various goods (hereafter, referred to as "Goods") including records,~~
~~CD, MD, Music Tape, Video Tape and DVD, etc. which are sold by the Ffranchise~~
~~Sstores;~~

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21 b. ~~a Hhome Ppage Ccreation Ssystem, will be realized through several ways: the~~
~~system will be able to~~that read~~accesses~~ the Mmerchandise Iinformation Mmemory
Ddata and get all the necessaryfor merchandise information to create a home page of
each franchise store, and that accesses. At the same time, it will be able, through each
5 Store'sa Hhome page Ddata Mmemory Ssystem, to collect additional each Store's
Hhome Ppage Ddata for the home page of each franchise store, the home page
creation system also accessingas well as athe Ffranchise Sstore identification (ID)
Ssystem.,

10 e. ~~a Hhome Ppage Ssending Sservice, will be used in order to~~ that sends the
Hhome Ppage data for the home page of each franchise store to at least one
predetermined member server, including information, ~~gathered from the~~
Mmerchandise Iinformation Mmemory Ddata.,

15 ~~d. an Oorder Rreceiving Ssystem, will facilitate the realization of~~ that
processes orders from the plurality of Mmember terminals, through the Hhome Ppages
of each franchise store.,

~~e. a Rreceived Ddata Ttransfer Ssystem, will enable the~~ that transfers of the
20 Oorder Ddata (received by the Oorder Rreceiving Ssystem), from the at least one
headquarter network server to theone of the franchise servers "F. Server" identified
by according to Member S the franchise store ID Ssystem., ~~The~~the order data will be
including ~~a~~the buyer's name and goods~~the ordered items., and~~

25 f. ~~Fthe~~ franchise Sstore ID Ssystem will facilitate the matche~~s~~identification of a
franchise store to ~~which the~~to a person ordering via a member terminal when the
person accesses the franchise system, ~~Members concerned belong, with the time that~~
~~Members or non-Members have accessed. The~~the franchise store ID Ssystem shall
matching~~identify the Ffranchise Sstores to which the~~ person accessing the franchise
30 system~~Member concerned belong, based on the URL~~ uniform resource locator values
set up in advance according to ~~the defined~~predetermined rules.

2. (New) The franchise system of claim 1, wherein:

the merchandise information memory data further includes information for goods not available at one of the franchise stores, but available at the headquarter.

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3. (New) The franchise system of claim 1, wherein:

the network includes the Internet.

4. (New) The franchise system of claim 1, wherein:

10 the home page sending service sends predetermined guest home page data when a member server accessing the Franchise System does not match any franchise store.

5. (New) The franchise system of claim 1, wherein:

15 the uniform resource locator values include a first portion unique to each franchise store and a second portion common to all franchise stores and the headquarters.

6. (New) The franchise system of claim 1, wherein:

20 the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to a predetermined franchise store according to said member entry data.

7. (New) The franchise system of claim 6, wherein:

25 the member entry data base includes member entries comprising a member identification (ID) value, a password, a franchise store code, and a terminal identification (ID) code.

8. (New) The franchise system of claim 7, wherein:

at least a portion of the member ID value includes at least a portion of the store code.

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9. (New) The franchise system of claim 6, wherein:

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at least a portion of the password includes at least a portion of the store code.